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# CITY OF SANTA CRUZ GENERAL PLAN • SCENIC HIGHWAYS ELEMENT



PREPARED by the  
STAFF of the CITY  
PLANNING DEPARTMENT  
CITY of SANTA CRUZ  
JULY 1976

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## RESOLUTION-CPC-76- 23

A RESOLUTION OF THE CITY PLANNING COMMISSION OF THE CITY OF SANTA CRUZ AMENDING THE GENERAL PLAN FOR THE FUTURE DEVELOPMENT OF SANTA CRUZ, TO INCLUDE THE SCENIC HIGHWAYS ELEMENT.

WHEREAS, The Planning Commission carefully reviewed and evaluated the draft Scenic Highways Element which addresses itself to the scenic quality of State Routes and local scenic drives in Santa Cruz; and

WHEREAS, the Planning Commission considered evidence presented thereon, and did find and determine that said amendment to the General Plan for the future development of the City of Santa Cruz does constitute a proper amendment to said General Plan, and meets the requirements of State law; and

WHEREAS, The Planning Commission did hold a public hearing on said document, as required by law, on June 24, 1976, at which time all members of the community were afforded the opportunity to comment on and question the proposed policies; and

WHEREAS, The Planning Commission considered the environmental impacts of the policies contained within the Scenic Highways Element and determined that said policies will not have a significant environmental effect, and a negative declaration is the appropriate California Environmental Quality Act environmental determination;

NOW, THEREFORE, BE IT RESOLVED, That the City Planning Commission of the City of Santa Cruz does hereby recommend to the City Council of the City of Santa Cruz, the adoption of the Scenic Highways Element as a proper amendment to the General Plan for the future development of the City of Santa Cruz, a copy of which is on file in the office of the City Clerk.





PASSED AND ADOPTED, This 24th day of June, 1976, by the following  
vote:

AYES: Commissioners - Bowden, Darrow, Seivertson, Shaffer,  
Chairman Thompson

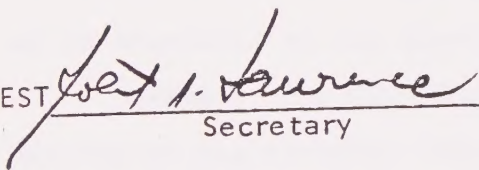
NOES: Commissioners - None


ABSENT: Commissioners - DeWitt, Leonard

APPROVED

Chairman

ATTEST

  
Secretary



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RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
SANTA CRUZ AMENDING THE GENERAL PLAN BY ADOPTING  
A SCENIC HIGHWAYS ELEMENT.

WHEREAS, by Resolution No. NS 7489, adopted on April 28, 1964, the City Council did adopt a General Plan for the City of Santa Cruz; and

WHEREAS, the State of California Planning Law provides for a Scenic Highways Element to the General Plan; and

WHEREAS, the Scenic Highways Element provides for the maintenance, where appropriate, and upgrading, where needed of scenic State routes, both urban and rural; and

WHEREAS, the Santa Cruz City Planning Commission has reviewed the Scenic Highways Element as a proposed amendment to the General Plan; and

WHEREAS, after careful study, the Planning Commission approved and certified to the City Council said Scenic Highways Element as an amendment to the General Plan; and

WHEREAS, the City Council considered all of the recommendations of the Planning Commission, and the evidence presented to the Council at its hearing thereon, and now finds and determines that the Scenic Highways Element as recommended by Planning Commission Resolution No. CPC-76-23, attached hereto and incorporated herein as Exhibit "A", constitutes a suitable amendment to the General Plan for the future development of the City of Santa Cruz;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz as follows:

1. That the General Plan for the City of Santa Cruz as heretofore adopted by the City Council on April 28, 1964 by Resolution No. NS 7498, and as said General Plan has been subsequently amended, is hereby amended and there is hereby adopted





as said amendment, the Scenic Highways Element which is attached herebo marked Exhibit "A".

2. The said General Plan and all of the amendments thereof shall be the guide for future capital improvements and physical developments of the City of Santa Cruz, and for the adoption of precise plans, regulations and legislation for the administration of such General Plan.

PASSED AND ADOPTED this 27th day of July, 1976, by the following vote:

AYES: Councilmen - De Palma, Edler, Muhly, Melville, Ghio; Mayor Mahaney

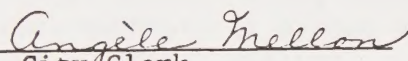
NCES: Councilmen - None

ABSENT: Councilmen - Di Girolamo

APPROVED

  
MAYOR

Attest

  
City Clerk



## PREFACE

The Scenic Highways Element is written to recognize the natural beauty along our transportation ways and to make sure development plans are compatible to these scenic resources. The plan is also written to fulfill the State requirement that a Scenic Highways Element be a part of the City of Santa Cruz General Plan. The Element is not written as a specific plan for highway or roadway beautification, but rather as a basis for incorporating into short and long-range planning decisions appropriate considerations for transportation route beauty.

The Scenic Highways Element focuses on two types of transportation routes in Santa Cruz: State highways and local scenic drives. In examining State routes, emphasis is placed on preserving where appropriate and upgrading where needed, the urban and rural scenery along these routes. In viewing local scenic drives, emphasis is placed on conserving and enhancing existing drives of scenic quality.





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## CHAPTER I - BACKGROUND

### A. Introduction

The land use planning process has one very basic goal: to provide a framework for accommodating the needs and desires of the community. Housing, job opportunity, transportation, safety, open space, conservation and preservation are among these needs and desires and are basic underpinnings for the land use planning process. A concern running as a common thread through all these needs, and one that is equally basic, is esthetics. A visually pleasing or informative experience, whether it be a row of well kept Victorians or the attractiveness of the Pacific Garden Mall, influences our attitudes toward daily life.

The Scenic Highways Element focuses on the esthetics of just one experience in our community, that being transportation. Due to the fact that consideration for this Element evolved from the California Legislature's adoption of a MASTER PLAN FOR STATE SCENIC HIGHWAYS, the guidelines for the preparation of this Element emphasizes the State Highway Transportation System. However, provision is made for the inclusion in the Element of local scenic drives. For this reason the Santa Cruz Scenic Highways Element focuses on the esthetics of two types of transportation corridors: State routes and local scenic drives.

### B. Purpose and Goal

The Scenic Highways Element is intended to furnish a policy basis for dealing with the preservation, enhancement and upgrading of scenic routes in the City. Its purpose is to establish policy that will guide the actions of the City toward emphasizing the visual quality in transportation facility planning as well as emphasizing economy and safety. Its goal is to ensure that planning activity reflects the policies contained herein, thereby providing pleasing experiences for those residing, working or travelling within the City transportation corridors.





## CHAPTER II - STATE ROUTES

State routes within the urban limits of Santa Cruz traverse both urban and rural landscape. They offer to the traveller a variety of scenery and an illustration of the diversity of land use in the Santa Cruz vicinity. The State routes within Santa Cruz include: Routes 1, 9 and 17, all of which are included in the California Scenic Highway system. Approximately six miles of Route 1 and less than one mile of Routes 9 and 17 are within the City limits of Santa Cruz. Route 1 runs east and west through Santa Cruz. It passes from the rural/agricultural land use on the west side through the industrial and commercial uses along Mission Street to the residential areas on the east side. Routes 9 and 17 terminate in Santa Cruz at Highway 1. Route 9 leads to the San Lorenzo Valley; Route 17 leads to Santa Clara County and is the principal route between San Jose and Santa Cruz.

The scenic quality of these routes depend not only on the preservation of the natural scenic resources in an around Santa Cruz, but also on efforts to establish and maintain compatible urban design standards for our transportation corridors.

A. Route 1 - State Route 1 offers a wide variety of scenery to the highway traveller. Its six-mile length in Santa Cruz begins at the City limits on the west side with the feeling of an abrupt transition from the relatively undeveloped north coast to an urban area. Views of Monterey Bay to the south and Moore Creek Canyon to the north transform quickly into views of urban landscape including residential areas, the Wrigley's plant, and commercial/industrial buildings. Within one mile, the traveller is within a corridor of commercial uses along Mission Street. The Mission Street commercial strip extends for approximately one and one-half miles on Mission. The end of the commercial area is signalled by a view of well preserved Victorian homes on Mission Hill with the Holy Cross Church steeple extending high above them. At this point, Highway 1 veers to the left off Mission Street with vistas opening up to the forested hilltop above the Pogonip area. In the foreground is an industrial area with little screening. From this point, Route 1 continues to its intersection with Route 9, at which point Route 9 terminates. Route 1 then crosses the San Lorenzo River. Views of the River are limited to the point of crossing. Beyond the River, Route 1 meets Route 17, at which point Route 17 terminates. Route 1 continues east through a landscaped and partially depressed divided highway. Landscaping consists primarily of pine and eucalyptus trees which provide screening between the highway and the residential areas bordering both of its sides. As Route 1 passes from City to County jurisdiction (at Soquel Drive), the land use changes from residential in the City to primarily commercial in the County.



Route 1 in Santa Cruz offers to the long-distance traveller a visual break in the rural character of the land north and south of Santa Cruz. To the resident, it is a transportation facility that facilitates travel from one side of town to the other. Its visual quality is a fleeting visual benefit to the long-distance traveller, but is of lasting benefit and value to the residents of Santa Cruz. The preservation, enhancement, and upgrading of the scenic quality of Route 1 in Santa Cruz is of great importance to Santa Cruz and also the State in general.

State Route 1 can be divided into six segments for analysis purposes: the two entrances into Santa Cruz, one on the west; one on the east; the west side industrial area; the Mission Street corridor; Mission Hill to Highway 17; and, the freeway from Highway 17 to Live Oak. \*

(1) Entrance from the west - Entering the City from the west provides the only glimpse of Monterey Bay along the entire length of Route 1 within Santa Cruz. It also offers an unobstructed view of Moore Creek Canyon prior to passing through the westside industrial area. Views change radically at this point, representing an abrupt change; a contrast that should be preserved through appropriate land use decisions and landscaping programs, thereby providing the visual experience of a defined rural-urban interface.

POLICY - Preserve the rural/urban interface at the western City limits.

IMPLEMENTATION - \*Maintain the Moore Creek Canyon as an open space feature.

\*Encourage the California State Parks Department to maintain the north coast benchlands in agricultural use.

\*Encourage the California State Parks Department to develop the North Coast State Park with minimal visible changes from State Route 1.

\*Establish guidelines in the Urban Design Element for all entrances to the City.

(2) Entrance from the east - Route 1 enters Santa Cruz from the east as a divided four-lane freeway. Landscaping appears to be more mature within Santa Cruz but is similar in composition to that planted along Route 1 south of Santa Cruz. For this reason the entrance to the City from the east is less noticeable than the entrance from the west.

POLICY - Establish an identifiable and visually pleasing eastern entrance to Santa Cruz.

IMPLEMENTATION - \*Establish guidelines in the Urban Design Element for all entrances to the City.

\*See Map 1 pages 6&7





(3) West side industrial area - Along the first one-half mile of Route 1 in Santa Cruz, views are primarily of the westside industrial area. The predominant building is the Wrigley's facility, a large and well maintained industrial complex. It is an example of the clean industry Santa Cruz encourages. The remaining industrial and heavy commercial uses in this area are smaller in size and more difficult to coordinate. Many non-conforming signs and overhead utility lines dominate this stretch of Route 1 giving it a cluttered look. Whereas, the State planted young pine trees in 1975 in this area, few mature trees exist to screen visual pollution.

Upgrading scenic quality should be the emphasis for this stretch of State Route 1. Sign control and a landscaping program should be initiated through the cooperation of the City and the State. Future road improvement should include undergrounding of utilities.

POLICY - All existing development should conform to high aesthetic standards, and new development should be based on meeting high aesthetic standards.

IMPLEMENTATION - \*Landscaping, as per City landscaping plans, should be included as part of all Mission Street right-of-way improvements.  
\*Underground utilities in conjunction with future road improvements.  
\*Establish guidelines in Urban Design Element for industrial areas.

(4) Mission Street corridor - The Mission Street corridor from Swift Street to Chestnut Street is approximately 1.6 miles in length. It is bordered on both sides with commercial and residential buildings; commercial uses dominating the land use pattern. Retail stores, restaurants, fast food franchises, gas stations, and offices comprise a vast majority of use on Mission Street. In many cases, single-family residential structures have been converted to office use.

Views along the Mission Street corridor are, of course, dominated by its adjacent land use. However, the scenic quality of the urban landscape is affected by more than the buildings along the route. The ride along Mission Street corridor offers to the traveller an enclosed and cluttered view; enclosed due to its perceived narrowness, cluttered due to the many features attracting (and distracting) the eye.

The enclosed feeling experienced along Mission Street is due to several factors: traffic volume, building locations relative to Mission Street, and the relatively continuous row of buildings along the entire Mission Street corridor. Relative to traffic, a road seems wide when it is seldom travelled. However, when it is heavily used its narrowness is perceived by both the vehicle occupant and pedestrian. The reason for this is that the heavy flow of automobiles and trucks act as a wall, thereby cutting off views and restricting the sense of openness a roadway can often times offer. For the driver the perceived narrowness is reinforced as close attention to the road is required in heavy traffic situations.

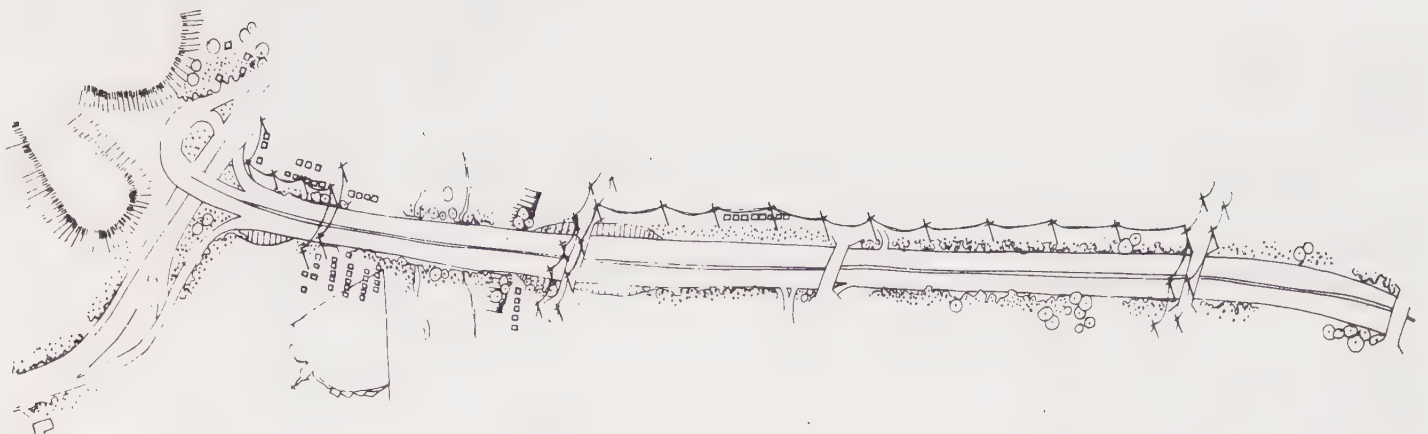


MAP 1  
STATE ROUTE 1






















North

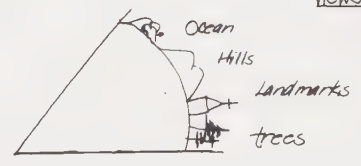


-  Bluff and Hill Forms
-  Major Trees
-  Major Grouping of Bushes and Small Trees
-  Residential Landscaping
-  streams and rivers
-  School Yard
-  Embankment

-  Houses
-  Commercial Buildings and Public Facilities
-  structures visible from the roadway
-  Visual Clutter: signs, open parking, visual confusion
-  Bill boards
-  Utility Lines

} structures that define street space

Views of:





Perceived narrowness on Mission Street is also augmented by the density of buildings and their relative location to the road. In most cases, the building setback is twenty feet or less from the sidewalk, which is adjacent to the road pavement. The lesser setbacks are predominantly located in the areas that were developed as commercial areas - primarily west from Laurel Street. In the areas that were developed as a residential district the setbacks are greater and the associated landscaping softens the feeling of asphalt and cement. Nonetheless, with buildings situated as they are, the views are limited along the Mission Street corridor primarily to the area (approximately 125 feet) between the facades of the buildings fronting on this main route.

The view along the Mission Street corridor is restricted by its narrowness but is more significantly affected by its urban features. Overhead utility lines, signs, colors, inconsistent architecture, and the variety of uses offer the traveller a collage of uncoordinated visual experiences which tend to tunnel his vision and result in a negative visual impression. The urban experience does not have to result in such a collage. In dealing with visual quality along State routes within urban areas, the need is for creating visually pleasing experiences rather than preserving the natural beauty of undeveloped areas. Therefore, in urban areas emphasis should be placed on "doing" rather than "not doing".

In the case of the Mission Street corridor "doing" should include sign control, undergrounding of utilities, increased setbacks for new development, landscaping, anti-litter programs, and the development of urban design standards; all to be implemented in accordance with a plan to incrementally or totally upgrade the visual quality and utility of Mission Street.

POLICY - Evaluate Mission Street to develop programs for improving its safety and appearance.

IMPLEMENTATION - \*Landscaping, as per City approved landscaping plans, should be included as part of all Mission Street right-of-way improvements.  
\*Underground utilities in conjunction with future road improvements.  
\*Establish guidelines in Urban Design Element for commercial areas.

(5) Mission Hill to Highway 17 - The greatest variety of scenery along State Route 1 in Santa Cruz is from Mission Hill to Highway 17. Going east, the Victorian Homes on Mission Hill mark the end of the Mission Street corridor. Their distinctive architecture with gingerbread facades, the palm trees rising above the homes, and the Holy Cross Church steeple, indicate a change of scenery and add to the variety of urban landscapes along State Route 1.

Going east from Mission Hill, State Route 1 veers to the left at which point the confined views along the Mission Street corridor open up to views encompassing both adjacent land use and distant scenery. Land use adjacent to the freeway is primarily industrial and commercial in nature, and is partially screened by eucalyptus and acacia trees. The Harvey West industrial area and the River Street commercial area are easily seen from the freeway due to little or no screening to soften the view of the industrial and heavy commercial buildings and their appur-



tenant structures. The Old Sash Mill complex is well screened by a row of eucalyptus trees on the east side of the freeway.

Beyond the Harvey West industrial complex and the commercial uses along River Street, vistas open up to the meadows of the Pogonip area and the forested hilltops north of the City. Homes can be seen amongst the trees in the Tanner Heights area and in areas north of the City. East of River Street, State Route 1 crosses the San Lorenzo River with views of the River limited primarily to the points of crossing. As State Route 1 approaches the intersection with Highway 17, pine trees begin to dominate the scenery; they were planted as part of the landscape plan for this portion of State Route 1.

Mission Hill to Highway 17 currently represents an asset to the scenic quality of State Route 1 and preservation of unique urban landscape should be a policy for this area. Views of the houses on Mission Hill should not only be preserved but enhanced by undergrounding the utility lines which interfere with their view. The row of eucalyptus trees screening the heavy commercial areas east of the freeway should be maintained with proper trimming and replacement when necessary. Any future development of the Pogonip area should not obliterate and destroy the feeling of openness provided by the views north of State Route 1. Such development should blend with the landscape and be required to illustrate its visual compatibility with its natural surroundings prior to project approval.

In addition to preservation, upgrading of scenic quality along this stretch of State Route 1 should be a City policy. This policy could be implemented by petitioning the State to landscape the west side of the freeway to screen the Harvey West industrial area and the heavy commercial uses in the vicinity of River Street (Highway 9) intersection. The landscaping should be high enough to screen the unwanted views but low enough to preserve the distant vistas to the north. Such action would soften the views of the industrial and commercial metal and concrete buildings and provide a green belt that would blend with the distant open vistas.

POLICY - Evaluate State Route 1 from Mission Hill to Highway 17 to develop programs for improving its safety and appearance.

IMPLEMENTATION - \*Encourage the California State Department of Transportation to landscape the western side of Route 1 between State Route 9 and Evergreen Street.  
\*Establish guidelines in the Urban Design Element for all entrances to the City including the River Street-Highway 1 intersection.  
\*Establish guidelines in the Urban Design Element for the beautification of the San Lorenzo River.

(6) Highway 17 to Live Oak - East of Highway 17 on State Route 1, the highway bisects a predominantly residential area of the City. State Route 1 in this area is a four-lane divided freeway and has been screened from the adjacent residential area with landscaping. Ice plant, pine trees, and eucalyptus trees form a more or less continuous screen on both sides of the freeway, thereby dominating the scenery along this portion of State Route 1.





Policy for the future should include the maintenance of the existing landscaping and the requirement that any future construction within the right-of-way (e.g., sound barriers, overpasses, off-ramps) be designed for beauty as well as utility.

POLICY - Evaluate State Route 1 from Highway 17 to the easterly City limits to develop program for improving its safety and appearance and to minimize its impact on the adjacent area.

IMPLEMENTATION - \*Require that construction within the Highway 1 right-of-way (e.g. sound barriers, overpasses, off-ramps) to be designed for beauty as well as utility.  
\*Encourage the California State Department of Transportation to maintain the landscaping and its affect on separating State Route 1 from the adjacent residential areas.

B. State Route 9 - State Route 9 begins and extends north from the intersection of River Street and Highway 1 and enters the unincorporated area of the County approximately six-tenths of a mile from its point of beginning. Along its short stretch in the City, Highway 9 traverses the urban fringe of Santa Cruz which includes residential as well as industrial and commercial uses.

Route 9 is a 2-lane undivided road and is characterized by a predominance of pine trees planted along both sides of the road. The majority of the industrial and commercial areas are bordered by the trees which afford a compatible transition from the urban character of Santa Cruz to the rural character just beyond the City limits.

An assest to this stretch of Highway 9 is the Salz Tannery. Its red barn-like structures, the pine trees with the whitewashed trunks, and the well-maintained grounds constitute a unique visual experience and add to the scenic quality of State Route 9.

Actions for the future should include additional tree plantings along this route to improve this already scenic drive; and the development of specific design guidelines for the intersection of Highway 9 and Highway 1 to improve the attractiveness of this entrance to the downtown area of Santa Cruz.

POLICY - Improve and enhance State Route 9 as an aesthetic as well as safe transition between the urban character of Santa Cruz and the rural and forested character of the San Lorenzo River Valley.

IMPLEMENTATION - \*Establish guidelines in the Urban Design Element for all entrances to the City including the River Street-Highway 1 intersection.  
\*Landscaping, as per City approved landscaping plans, should be included as a part of all State Route 9 right-of-way improvements.  
\*Require compatible landscaping of all development proposals adjacent to State Route 9.



C. State Route 17 - State Route 17 terminates in Santa Cruz with only three-tenths of a mile within the City limits. It is a well-landscaped freeway with little need for landscaping improvements.

#### D. Conclusion

The State routes in Santa Cruz are an important part of the California Scenic Highway System in the central coast area. They represent a unique urban element within the system thereby adding to the diversity of scenery for the State route traveller. But more importantly to Santa Cruz, they are a part of the City's environment experienced daily by its residents.

The implementation of the policies to preserve, enhance, or upgrade the State routes for the purpose of scenic quality would not only maximize the potential for a pleasant driving experience but would also provide for a generally higher quality living environment.





## CHAPTER III - SCENIC DRIVES

### A. Tree-Sea Tour

The natural features that surround the City of Santa Cruz and those that are within the City provide for many unique and visually pleasing experiences. The open vistas of Monterey Bay, the rugged scenery of Moore Creek Canyon, and the urban pattern distinctively defined by the natural arroyos of the northern Monterey Bay area provide the scenic quality characteristic of Santa Cruz. To encourage the enjoyment of this beauty, the City of Santa Cruz, in cooperation with the Santa Cruz Area Chamber of Commerce, established the Tree-Sea Tour. It establishes a scenic route for those who wish to explore the variety of scenery Santa Cruz has to offer.

The Tree-Sea Tour, in total, is a scenic drive composed of many individual streets, boulevards, avenues, drives, and lanes. The Tour includes Ocean and Bay views from West Cliff Drive, the festive environment of the Pacific Garden Mall, Victorian homes on Mission Hill, the redwoods north of Market Street on Branciforte Drive, and the unique residential character of Santa Cruz along North Branciforte Avenue and High Street. Designated side trips include a loop around the University of California and a drive along East Cliff Drive to Capitola. (See Map 1, pg. 12).

### B. Individual Scenic Drives

Individually, there are numerous drives throughout the City that have unique scenic quality. Future changes within the City, be it through long-range planning programs or individual development proposals, should reflect an effort to preserve such beauty. Of special note are West Cliff Drive, East Cliff Drive, Coolidge Drive, Western Drive and the Santa Cruz Municipal Wharf. They each offer a unique visual experience that should be preserved to maintain the scenic quality and diversity of Santa Cruz.

Of special note are Fifth Avenue and Branciforte Avenue, both under County jurisdiction. Fifth Avenue borders the City limits and provides views of the Santa Cruz Yacht Harbor. Future plans for the Yacht Harbor should illustrate that there has been a consideration for Harbor views from Fifth Avenue and every effort should be made to preserve and enhance such views.

Branciforte Avenue borders the City limits north of Goss Avenue and provides views of the redwoods and recreation areas of DeLaveaga Park. The maintenance of the park as a park will preserve the scenic redwood experience this drive represents.

In an effort to preserve the scenic values of the aforementioned drives, the following policies are suggested. Specific guidelines for implementing these policies should be developed through the cooperative efforts of concerned citizens, City Staff and City decision-making bodies.



MAP 2  
TREE-SEA TOUR





1. The City's Underground Utility Program should be reviewed and amended to ensure that scenic drives receive priority in the utility undergrounding program.
2. Parking and turn-out lanes should be included in all scenic drive improvement programs.
3. Future specific plans for road lines and right-of-ways should include landscaping plans to be approved through the City's design review process.
4. Bike paths should be provided on all scenic routes to maximize and encourage the enjoyment of the scenic quality of Santa Cruz.

The foregoing scenic highways policies conform to the coastal appearance and design, transportation, and restoration of coastal resource policies that deal with the aesthetics of transportation corridors contained in the proposed California Coast Zone Conservation Commission Coastal Plan.

#### C. Conclusion

The Scenic Highways Element is a policy statement intended to guide the City activities related to transportation route planning. Whereas policies have been developed in this Element relative to specific routes within the City, the above stated policies should be considered for their appropriateness for all roadway planning, design, construction, and maintenance activities.





## CHAPTER IV - ENVIRONMENTAL REVIEW

### Negative Declaration

The Scenic Highways Element is written to establish a policy statement directed toward the improvement of scenic quality along State highways and local scenic routes in Santa Cruz. Such policy implies certain actions which are designed to preserve and enhance existing visual amenities and to mitigate existing adverse visual impacts. It is for this basic reason that this Element represents no significant adverse impact to the environment. Further analysis to substantiate this declaration of no negative impact is described in conjunction with each policy area of the Scenic Highways Element.

1. Landscaping and Tree Planting - Landscaping has long been established as a beneficial impact to any man-made development. The natural greenery and color that it adds to any visual experience not only acts as an effective erosion control technique but interjects into the urban maze of concrete and asphalt a touch of nature. With adequate and safe setbacks from the travel lanes, it does not represent a negative environmental impact.

Landscaping, including tree planting, represents an economic impact, that being cost to the City for planting and maintenance.

2. Sign Control - Sign control is an on-going City program. It is affected by the enforcement of the City sign ordinance. Removal of non-conforming signs and their possible replacement with City-approved conforming signs does represent an economic impact but does not represent an adverse impact to the natural environment.

3. Undergrounding of Utilities - The undergrounding of utilities is a major project necessitating increased noise, traffic disruption, and high costs. These are short-term adverse impacts but are outweighed by the long-term beneficial visual impacts. When done in conjunction with street improvements, certain costs are shared by both project objectives; thereby, reducing construction costs.

4. Increased Setbacks - The requirement that new construction adhere to greater setbacks than now exist along any heavily travelled road represents mitigation measures designed to reduce the impacts of noise and auto pollution. It also provides for an increased landscaping area which can result in a beneficial visual impact. No negative impacts can be identified.

5. Preserving Existing Views of Scenic Quality - Views of the Ocean, Bay, Moore Creek Canyon, Mission Hill, and the Pogonip area were identified as views worthy of preservation. These natural and man-made features represent elements of value to the community and any action to enhance their enjoyment would have a beneficial impact.





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# CHAPTER IV - ENVIRONMENTAL REVIEW

## 1.0 INTRODUCTION

The purpose of this chapter is to provide a detailed description of the environmental impacts of the proposed project. This chapter is organized into four main sections: (1) Description of the Project, (2) Description of the Environment, (3) Identification of Impacts, and (4) Mitigation Measures. The first section describes the project and its location. The second section describes the environment in which the project will be located. The third section identifies the potential impacts of the project on the environment. The fourth section describes the measures that will be taken to avoid, minimize, or compensate for the impacts of the project.

**1.1 Description of the Project** - The proposed project is a new development located in the City of San Francisco. The project consists of a new building and associated parking and landscaping. The project is located in an urban area and is adjacent to existing developed areas. The project is expected to have both direct and indirect impacts on the environment.

**1.2 Description of the Environment** - The project is located in an urban area with existing developed areas. The project is adjacent to existing developed areas and is expected to have both direct and indirect impacts on the environment.

**1.3 Identification of Impacts** - The project is expected to have both direct and indirect impacts on the environment. The direct impacts are those impacts that are caused by the project itself. The indirect impacts are those impacts that are caused by the project through its interactions with the environment. The impacts of the project are expected to be both positive and negative.

**1.4 Mitigation Measures** - The project is expected to have both direct and indirect impacts on the environment. The impacts of the project are expected to be both positive and negative. The project is expected to have both direct and indirect impacts on the environment. The impacts of the project are expected to be both positive and negative.

**1.5 Summary** - The project is expected to have both direct and indirect impacts on the environment. The impacts of the project are expected to be both positive and negative. The project is expected to have both direct and indirect impacts on the environment. The impacts of the project are expected to be both positive and negative.

**1.6 Conclusion** - The project is expected to have both direct and indirect impacts on the environment. The impacts of the project are expected to be both positive and negative. The project is expected to have both direct and indirect impacts on the environment. The impacts of the project are expected to be both positive and negative.